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Guest editorial

Citation for published version:

Davis, T, Hogg, M, Marshall, D, Petersen, A & Schneider, T 2018, 'Guest editorial: Families and food: Marketing, consuming and managing', *European Journal of Marketing*, vol. 52, no. 12, pp. 2270-2272. <https://doi.org/10.1108/EJM-11-2018-900>

Digital Object Identifier (DOI):

[10.1108/EJM-11-2018-900](https://doi.org/10.1108/EJM-11-2018-900)

Link:

[Link to publication record in Edinburgh Research Explorer](#)

Document Version:

Peer reviewed version

Published In:

European Journal of Marketing

Publisher Rights Statement:

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Guest Editorial: Families and Food: Marketing, Consuming and Managing

Teresa Davis, Margaret K. Hogg, David Marshall, Alan Petersen and Tanja Schneider

As we noted in the call for papers for this *European Journal of Marketing* Special Issue on Families and Food, the family is often presented in popular culture, media, and advertising as an immutable institution, enduring in its practices and symbolic functions. While the family remains an important consumption site and source of socialization into consumption practices in the marketplace, the constitution of the family has moved beyond the traditional suburban nuclear structure to encompass a variety of formations. This has made the sources of influence on family consumption increasingly complex and highly varied. There have been calls to focus on how this diversity (in structure, form, subculture, constitution, race, ethnicity) affects food consumption choices, practices and processes (Moore, Wilkie and Desrochers 2016). A better understanding of familial practices of managing and consuming food, and the related marketing practices, can help promote better dietary habits and patterns of consumption and thus support policy initiatives around health conditions such as obesity and diabetes. The focus in this special issue is on how ideas about family are constructed in relation to food and food consumption; and the associated marketing issues related to managing, governing and regulating food practices.

We were delighted with the response to this call for papers and would like to thank all those authors who took time to submit papers. The final selection reflects a truly international and interdisciplinary perspective on family and food practices.

We begin this special issue with an introductory viewpoint where we discuss a key theme that emerged from across the papers: the responsabilisation of family and food. We have organised the ten competitive research papers around the family lifecycle starting with the idea of eating as centred on routine and everyday practices (Dyen, Sirieix, Costa, Depezay and Castagna) and then going on to examine some of the tensions in intercultural couples (Rogan, Piacentini and Hopkinson). As the presence of children alters household dynamics so parents draw on their own experiences in a form of intergenerational reflexivity (Kharuhayothin and Kerrane) but children, in turn, exhibit their own food preferences and agency and we learn about the nuanced cultural biography of pet-stocking and the family dynamics around family pets ‘who’ end up on the family table as food (Bettany and Kerrane).

Then follows an examination of how the subjective wellbeing of Chinese teenagers is strongly tied to eating as a family rather than with peers (Veeck, Yu, Zhang, Zhu and Yu) and we learn how this can lead to sources of friction, among adult children, that can be resolved or mitigated through food practices outside the home (Yau and Christidi). Extending this theme of intergenerational socialisation into the older stages of the family life cycle, Trees and Dean examine the re-establishment and strengthening of familial links in old age when parents are cared for by their adult children. In a shift towards health and well-being we learn how the food well-being of women in poor rural families in India, while being constrained by entrenched gender and power hegemonies, can also be challenged by recognizing and remunerating women’s care work and encouraging men to participate in food work (Voola, Voola, Wiley, Carlson and Shridharan). The theme of intergenerational transfer of dietary knowledge, identified in several of the invited commentaries, is revealed as managed and negotiated by the dietary gatekeeper in a comprehensive, longitudinal study among Australian families (Wijayaratne, Reid, Westberg, Worsley and Mavondo). Finally,

completing the international perspective of the special issue, along with an interest in food traditions and practices, we see how one long established advertising campaign, through a process of iconisation and the symbolic invention of the 'modern family', successfully reinvented breakfast in Italy (Pirani, Cappellini and Harman).

The Special Issue ends with a section of four invited commentaries from five key scholars from different disciplinary streams and yet all working broadly in the area of family and food. Linda Price and Amber Epp open the commentaries with their comprehensive review of how food practices create, realise, and 'assemble' families. They invite more work on these ideas about how the intergenerational transfer of food practices make for family and family life. Peter Jackson, in his nuanced reading of an IKEA advertisement, reveals the ways in which even convenience and commercial fast food can be overlaid with emotional value to serve as a means of constructing, rebuilding, linking across generations and even reimagining the idea of family. His own research often affirms that the use of commercially produced food can 'cross back' over the commodity barrier to contribute to building and supporting family values. Charlene Elliott questions the very fluidity of our definitions around who might be called a 'child', and considers the implications of this for family life as well as for the commercial and marketing worlds. Elizabeth Moore, similarly, looks at intergenerational influences across the life stages and lifecycle of the family itself and calls for more intergenerational research to examine the ways in which children's food preferences are shaped in terms of how parents choose which food practices to keep and which ones to discard.

We hope that this Special Issue stimulates discussion about how food serves to create and reinforce familial emotional structures and how inextricably and inherently the two are

linked. Across all of the papers food emerged as an emotional 'glue ' during family life stage changes, recreating practices of 'familyness' and love in times of precariousness for the family structure (Jackson).

We acknowledge all the valuable work done by the reviewers for this Special Issue, and offer a sincere vote of thanks to them all

Sandra Awanis, Lancaster University, UK

Emma Banister, Alliance Manchester Business School, U.K.

Shona Bettany, Liverpool John Moores University, UK.

Benedetta Cappellini, Royal Holloway University of London, UK

Marylyn Carrigan, Keele University, UK

Fiona Cheetham, Huddersfield University, UK

James Cronin, Lancaster University, UK

Anto Daryanto, Lancaster University, UK

Claudia Dumitrescu, Central Washington University, USA

Susan Dunnett, Edinburgh University, UK

Charlene Elliott, University of Calgary, Canada

Julie Francis, Sydney University, Australia

Jim Gentry, University of Nebraska-Lincoln, USA

Jan Brace Govan, Monash University, Australia

Malene Gram, Aalborg University, Denmark

Elizabeth Handsley, Flinders University, Australia

Vicki Harman, University of Surrey, UK.

Robert Harrison, West Michigan University, USA

Louise Hassan, Bangor University, UK.

Gill Hopkinson , Lancaster University, UK.

Aimee Duffin Huff, Oregon State University, USA

Peter Jackson, Sheffield University, UK.

Katerina Karanika, Exeter University, UK

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Katy Kerrane, Liverpool University, UK

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Lisa O'Malley, University of Limerick, Ireland.

Elizabeth Parsons, Liverpool University, UK

Simone Pettigrew, Curtin University, Australia

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Leah Watkins, University of Otago, New Zealand

Crystal Yap, Auckland University of Technology, New Zealand

Ewe Soo Yeong, Monash University, Malaysia

Ulku Yuksel, Sydney University, Australia

Natalina Zlatevska, University of Technology, Sydney, Australia

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Guest co-editors bios

Dr. Teresa Davis, Associate Professor Marketing at Sydney University Business School

Teresa Davis's main research interests lie in two areas. The first is in children as consumers, particularly the relationship between advertising and marketing of food, especially in the online context. The second area is culture and consumption where her interests lie in examining 'cultures of transition' such as consumption of/in childhood and migrant groups. Teresa has published in *Sociology*, *European Journal of Marketing*, *Journal of Marketing Management*, *Marketing Theory*, *International Journal of Consumption Studies*, and *Consumption Markets and Culture*. Teresa is Co-

Convenor of the Australian Food, Culture and Society Network and a Partner Investigator of Leverhulme International Research Network Grant Project: Discursive Families: A comparison of magazine advertising in two countries.

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Dr. Margaret K Hogg, Professor of Consumer Behaviour and Marketing at Lancaster University Management School, U.K.

Margaret Hogg's research examines the relationship between identity, self and consumption. She has been Associate Editor (Buyer Behaviour) for the *Journal of Business Research* since 2013. Her work has appeared in the *Journal of Advertising*, *Journal of Business Research*, *Journal of Services Marketing*, the *European Journal of Marketing*, *International Journal of Advertising* and *The Sociological Review*. She is a co-author of the 7th European Edition of *Consumer Behaviour: A European Perspective* (Pearson, *in press*). In 2017 she won the Student-led Teaching Award for Postgraduate Teaching/Supervision at Lancaster University.

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Dr. David Marshall, Professor of Marketing and Consumer Behaviour at the University of Edinburgh Business School, Scotland (UK).

David Marshall's research centres on understanding consumer behaviour, as a key component of marketing. This includes work on the family around food choice and eating rituals, food access and availability of healthy food; and children's discretionary consumption in relation to food advertising and marketing. Research projects have been funded by the ESRC; the Food Standards Agency, Scotland; and the Leverhulme Trust. He edited *Understanding Children as Consumers* (2010) and was co-editor on *The Practice of the Meal* (2016). He has published in *The Sociological Review*, *Journal of Marketing Management*, *Consumption, Markets and Culture*, *Appetite*, *International Journal of Epidemiology*, and *Journal of Human Nutrition*.

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Alan Petersen is a professor in sociology at Monash University, who specialises in the sociology of health and medicine, science and technology studies, and gender studies. He has undertaken various projects in these areas, including on media portrayals of genetics in medicine, stem cell tourism, constructions of sex/gender differences in medicine,

psychology and popular media, and the politics of bioethics. He is currently leading two Australian Research Council Discovery Projects, focusing on testing in healthcare, and patients' use of digital media, respectively. His most recent books are: *Stem Cell Tourism and the Political Economy of Hope* (Palgrave, 2017), and *Digital Health and Technological Promise* (Routledge, In press).

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Dr Tanja Schneider is Senior Lecturer in Sociology at the Institute of Sociology, University of St. Gallen, Switzerland, and Research Associate at the Institute for Science, Innovation and Society (InSIS), University of Oxford, UK.

Tanja Schneider's research is situated at the intersections of science and technology studies (STS), market studies, and critical food studies. Recently, she has co-edited a volume on *Digital Food Activism* (Routledge, 2018) and her research publications have appeared in *Information, Communication & Society*, *BioSocieties*, *Science as Culture*, *Geoforum*, *Consumption, Markets & Culture*, *Health Sociology Review* and the *Journal of Marketing Management*.

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June 2018